

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE
PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS
GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)
May 19, 2011 – 9:30 a.m. to 12:30 p.m.**

MINUTES

The thirty-fifth meeting of the Governor's Prevention Advisory Council (GPAC) was convened at 9:30 a.m. on May 19, 2011, at the California Department of Alcohol and Drug Programs (ADP). These minutes provide a summary of the discussion and the decisions made during the Council meeting.

INTRODUCTIONS AND ANNOUNCEMENTS

Director Cunningham welcomed all members to the May 19, 2011 meeting of GPAC and announced two membership changes:

- Dayna Barbero will be replacing Diane Glaser as the GPAC representative for the California Community Colleges.
- Michael Cunningham will now be the policy representative replacing Renée Zito and Sharon Dais will be serving as the new GPAC workgroup representative on behalf of ADP.

The following participating members introduced themselves and their affiliations and provided brief updates on their work pertaining to GPAC involvement:

Chris Albrecht, Alcoholic Beverage Control (ABC), reported ongoing research on environmental systems and youth behavioral issues. The project has helped to identify problematic facilities that serve alcohol in the presence of youth. A statewide survey is being conducted among 20 field offices to determine the specific locations of problematic establishments and events.

John Carr, ABC, shared that they have been working with universities and community colleges to help identify resources, coordinate with communities, and host events to ensure students are aware of available services.

Virginia Clark, California Conservation Corps (CCC), reported on the second implementation of a survey conducted with the aid of ADP. This second implementation utilized an expanded format that increased the data set this year. In addition, CCC has collaborated with consultants from On Track to provide AOD prevention leadership courses to CCC members across the state.

Alan Lieberman, Attorney General's Office (AG's Office), summarized the AG's Office ongoing work to eliminate the availability of alcoholic energy drinks.

Jon Rodriguez, California Highway Patrol, reported the agency's participation in the implementation of several traffic safety grants which include elements of both enforcement and education.

Paul Oliaro, California State University (CSU), reported on the Alcohol and Other Drug Education Conference held on April 14 and 15, 2011 at CSU Dominguez Hills.

Ray Murillo, CSU, Office of the Chancellor, informed the GPAC that the *Fifth Biennial Report on CSU's Alcohol Policies and Prevention* is scheduled to be released in July. He added that the report now includes other substances including prescription drugs.

Belinda Vea, University of California, reported that on May 13 the UC, in coordination with the Coalition of Safe College Communities, introduced Brief Intervention to increase student education of the use, misuse, abuse and consequences of alcohol and other substances.

J'neen Rice, National Guard, informed the GPAC that one of their main focuses in prevention is to provide treatment referrals to service members.

Michelle Famula, University of California, Davis, followed up on the Davis Annual Picnic Day. Although numerous citations were issued by law enforcement, both to participants as well as to retailers, the event was an overall success, thanks in part to ABC and the Office of Fish and Game.

Dayna Barbero, California Community Colleges (CCCC), shared that about 30 percent of campuses are using alcohol screenings in their student health centers. The CCCC is currently working to increase this percentage.

Theresa Ly, Department of Mental Health, stated that the California Mental Health Association recently released a grant award with regards to suicide prevention. The Office of Suicide Prevention will continue operation through 2012. After that, they will relocate, but the mission and its work will remain intact and activities are hoped to continue.

Tom Herman, California Department of Education (CDE), spoke about their collaboration with ADP to oversee prevention efforts in schools. He added that since the elimination of Title IV funding, a capacity building grant has helped CDE to improve collaboration efforts.

Jacquolyn Duerr, California Department of Public Health (CDPH), provided updates on their work with the Health in All Policies initiative. Ms. Duerr talked about available funding through the Affordable Care Act for wellness and prevention.

OPENING REMARKS

Assistant Deputy Director, Sharon Dais spoke about the following prevention projects:

- Current efforts around continuing the California Healthy Kids Survey and California Student Survey.
- The Safe and Drug Free Schools and Communities Learning Forums

She introduced Steve Wirtz, CDPH, to briefly discuss the EpiCenter which is an online data source for California data on injuries, violence, and alcohol and drug effects.

Acting Director Michael Cunningham was next to present his opening remarks. He briefly spoke about the Office of National Drug Control Policy's 2011 Prescription Drug Abuse Prevention Plan and the Leading Indicators for Healthy People 2020 Letter Report. Both of these reports were made available in the GPAC member folders.

AGENDA/MATERIAL REVIEW

For the day's agenda, Michael Cunningham welcomed two presenters from the AG's Office. The presentation was on the use of electronic cigarettes; the second regarded the issue of drug endangered children.

PRESENTATIONS

1. "Electronic Cigarettes—What Can We Do About Them?"—Jeanne Finberg, Deputy Attorney General, California Attorney General's Office

- Electronic cigarettes are an electronic device that consists of a plastic holder with cartridges containing nicotine and propylene glycol. The tip of the plastic cartridge lights up and the unit produces a vapor that delivers nicotine to the lungs and into the bloodstream.
- These devices are a cost-effective alternative to smoking cigarettes and provide options for their use since they are not limited to use outdoors and can be used in public places such as airplanes or restaurants.
- The lack of regulation of these devices poses some serious concerns since they are marketed as "safe" alternatives to smoking cigarettes; however their level of safety has yet to be determined by the FDA. Considering the health concerns of cigarettes, it is assumed that these devices are safer, but to market them as actually "safe" is incorrect labeling without further research. The FDA has conducted some preliminary testing on the devices and found carcinogens and chemicals that are also found in antifreeze.
- In 2009-2010, the FDA attempted to begin regulating electronic cigarettes similar to the regulation of nicotine patches and other nicotine products. The US tried to prevent the sale of electronic cigarettes but the FDA was challenged in court and found it was unconstitutional to ban the cigarettes.
- Since the State is unable to regulate the products as they are manufactured, baselines for labeling and advertising have been developed to tell manufacturers what claims they are able to make in regards to its safety and its use as a smoking cessation product. A long-term study is being conducted to see how effective electronic cigarettes are in actually curbing a person's addiction. It's impossible to force compliance without legislation. Legislation hopes to focus on bringing all tobacco-related products under the same regulatory umbrella, including the sale of cigars which are also treated differently than cigarettes.

The following questions were answered after Ms. Finberg completed her presentation:

Question: *“Has there been any feedback from users on how comparative these devices are to cigarettes?”*

Answer: Two studies have been conducted to date, one in the U.S. and one in New Zealand; however, these studies use small samples that are not generalizable and findings are mostly anecdotal. Human subjects testing cannot be conducted since there is no ability to provide full disclosure for participants’ consent since the general safety of the product is still relatively unknown. Researchers have examined the nicotine contained in electronic cigarettes and have found that levels vary among brands.

In addition, package labeling differs between brands and manufacturers. For example, different products rate the same level of nicotine as “high” or “low,” which may be misleading and provides a false safety net for someone who believes the product can help them quit smoking. In addition, since the devices can be used in almost any setting, using an electronic cigarette may actually keep someone from quitting rather than to help them abstain.

Question: *“How has the product been received in bars and restaurants which, in California, prohibit smoking indoors? Have people banned them?”*

Answer: To date, there has been little talk among businesses and business owners about how to address the use of electronic cigarettes in restaurants and bars. Part of the marketing campaign for these devices includes consumer coaching on how to explain when asked that what is observed being emitted from the unit is a vapor, not smoke, and is not harmful to others.

Question: *“Some of the labels seem to have contradictory warnings. One is labeled as a “vitamin” cigarette and another claims that it is “unsafe for pregnant women.” Which claim is true?”*

Answer: Some labels are better than others. Prop 65 for tobacco regulation states that clear warnings should be on the labels. This would be part of the regulation of this product. Prop 65, however, only applies to companies of 10 staff or more and most of the companies that manufacture electronic cigarettes are small and do not fall within this range.

Question: *“Is there any evidence that “Big Tobacco” is involved?”*

Answer: Phillip Morris looked into purchasing a small company called Runyon and would have made the deal had the product been approved by the FDA.

Question: *“Considering the cost-effectiveness of the use of electronic cigarettes compared to rolled cigarettes, what’s the break-even point for a consumer who expects to save money?”*

Answer: “According to companies’ data provided on cost and usage, the break even point is pretty early and one can plan to save a lot of money if switching 100% to an electronic cigarette device.

2. “Drug-Endangered Children”—Jackie Long, Special Agent Supervisor, California Department of Justice, Division of Law Enforcement, California Attorney General’s Office

- In California, Drug Endangered Children (DEC) programs have been developed to coordinate the efforts of law enforcement, medical services, and child welfare workers to ensure that children found in homes and other environments where methamphetamines and other illegal substances are produced receive appropriate attention and care.
- The Drug-Endangered Children Task Force or DEC operates through 9 field offices located throughout California and was started by an investigator for the District Attorney in Butte County. In 2009, 238 children were rescued from labs and other drug-endangered environments across California. In 2010, 158 children were rescued.
- When assessing a situation for the involvement of DEC, threats and hazards of drug contamination are examined including access and availability to the children. Children's behaviors lend to dangerous outcomes in houses where drugs are being used. Developmentally, children grab things, put things in their mouth, suck on fingers, and crawl into areas where things may have been dropped or fallen. For these reasons, children are at a greater risk for ingesting, absorbing, and inhaling chemicals and substances that are potentially more harmful to them than to the adults. In addition, children mimic adult behaviors, which pose a long-term risk for later drug abuse by children residing in drug-endangered homes.

Generally, DEC relies on the "hazardous lifestyle argument" which claims that by simply residing in a home where drug and gang activity takes place, a child is placed at a greater risk for following in the same harmful patterns. The goals of DEC are to:

- Break the cycle of addiction and child abuse;
- Create collaboratives that are multi-disciplinary;
- Develop a team concept requiring cooperation;
- Share information, such as mandated reporting of child abuse and neglect.
 - Law enforcement would help to step in.
- Conduct case coordination to fit all the elements of the DEC case to prosecute and to provide children's services. Things DEC looks for in such cases include:
 - Toxic chemicals in the environment
 - Drug lab equipment in children's play areas
 - Potential for explosion
 - Children's length of reach
 - Fire hazards
 - Generally hazardous lifestyles
 - Neglect (lack of food, grooming, inappropriate sleeping conditions, lack of supervision, emotional abuse, and lack of discipline, support, guidance).

A brief question and answer period followed the presentation:

Question: "In terms of the services and sectors DEC coordinates, is there any collaboration with drug treatment services?"

Answer: The goal of DEC is to remove the children from the harmful environment. Once removed, the children enter Child Protective Services (CPS) and social work systems that provide the needed resources and services to the children.

Question: *“What about the older kids?”*

Answer: CPS interacts here, too. That’s why it’s so important to remove the children early.

Question: *“What about collaborating with schools to be informed when children do not attend, or arrive at school under the influence?”*

Answer: DEC works with schools and School Resource Officers to educate them as mandated reporters.

Question: *“Is this program available in all counties?”*

Answer: It is not a mandated program for all counties, but counties that have [a particular grant] funding are required to have a DEC program.

ROUNDTABLE DISCUSSION

At the December 16, 2010 GPAC meeting, a presentation on what we know to date regarding health care reform was given. The present meeting invited members to share opportunities, changes, and new partnerships that have developed since the Affordable Care Act was signed into law in March 2010.

The most recent draft of the National Prevention Strategy was provided in member’s information folders.

Michael Cunningham began the Roundtable discussion by talking about partnership opportunities that ADP is exploring with CDPH, Federally Qualified Health Centers, and School-based Health Centers. He talked about the broader vision for substance abuse prevention including:

- Thinking beyond traditional funding silos;
- Thinking across systems and disciplines and investing in partnerships; and,
- Thinking about effective strategies that lead to multiple outcomes.

Jacquolyn Duerr spoke about broadening the concept of Prevention (wellness, health, school climate) and where it takes place (schools, health centers, FQHC’s, community centers).

WORKGROUP UPDATES

1. Strategic Prevention Framework State Incentive Grant

The workgroup update was provided by Jane Williams, Project Manager of the Strategic Prevention Framework State Incentive Grant (SPF SIG).

She reported that startup activities of the workgroup have begun. She added that the membership of the workgroup to date consisted of Jacquolyn Duerr, Tom Hermann, and Dayna Barbero. Ms. Williams extended the invitation to the rest of the members and asked interested parties to contact her. Finally, she stated that the first meeting of the SPF SIG workgroup was scheduled for June, and that all members were welcome to attend.

SUMMARY/CLOSING

Michael Cunningham closed the meeting by thanking everyone for attending and participating and added that the August meeting will be cancelled due to ADP's scheduled building remodel.

The next meeting is tentatively scheduled for November 3, 2011.

GPAC Membership – Attendance May 19, 2011

P = Present A = Absent

| Organization / Task | | Appointed Members | May 19 |
|---------------------|--------|-----------------------------------|--------|
| 1 ADP | Policy | Michael Cunningham | P |
| | Tech | Sharon Dais | P |
| | | | |
| 2 AG | Policy | Richard Lopes | A |
| | Tech | Alan Lieberman | P |
| | | | |
| 3 CDE | Policy | Gordon Jackson | A |
| | Tech | Tom Herman | P |
| | | | |
| 4 OTS | Policy | Chris Murphy | A |
| | Tech | Leslie Witten-Rood | A |
| | | | |
| 5 UC | Policy | Judy Sakaki | A |
| | Tech | Michelle Famula, M.D. | P |
| | | Representative: Belinda Veal | P |
| | | | |
| 6 CSU | Policy | Ray Murrillo | P |
| | Tech | Paul Oliaro | P |
| | | | |
| 7 ABC | Policy | Steve Hardy | A |
| | Tech | Christian Albrecht | P |
| | | Representative: John Carr | P |
| | | | |
| 8 DPH | Policy | Linda Rudolph, M.D. | A |
| | Tech | Mary Strode | A |
| | | Representative: Jacquelyn Duerr | P |
| | | | |
| 9 CalEma | Policy | Stacy Mason-Vegna | A |
| | Tech | Wendy Tully | A |
| | | | |
| 10 CA Com Coll | Policy | Jeff Spano | A |
| | Tech | Dayna Barbero | P |
| | | | |
| 11 DSS | Policy | Linne Stout | A |
| | Tech | Vacant | A |
| | | | |
| 12 CHP | Policy | Jon Rodriguez | A |
| | | Representative: Kevin Davis | P |
| | | | |
| 13 DOR | Policy | Lana Fraser | P |
| | Tech | Cheryl Grimm | A |
| | | | |
| 14 DMH | Policy | Vacant | |
| | Tech | Theresa Ly | P |
| | | | |
| 15 CA Natl Guard | Policy | Major Jeffery Moore | A |
| | Tech | Ssg J'Neen Rice | P |
| | | Representative: Adam-David Pepper | P |
| | | | |
| 16 CCC | Policy | Virginia Clark | P |
| | Tech | Vacant | |
| | | | |
| Gov's Rep (OPR) | | Vacant | |
| | | | |

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May 19, 2011 – 9:30 a.m. to 12:30 p.m.

**Department of Alcohol and Drug Programs
1700 K Street, First Floor Conference Room
Sacramento, California 95811**

AGENDA

OPENING

1. Introductions – Michael Cunningham/All 9:30 a.m.
2. Opening Remarks – Michael Cunningham
3. Agenda/Material Review – Michael Cunningham

PRESENTATIONS

4. “Electronic Cigarettes – What Can We Do About Them?” -
Jeanne Finberg, Deputy Attorney General, California Attorney
General's Office

- BREAK -

5. Member Agency Presentation – Drug Endangered Children -
Jackie Long, Special Agent Supervisor, California Department of
Justice, Division of Law Enforcement, California Attorney
General's Office

ROUNDTABLE DISCUSSION

6. Health Care Reform Update – Michael Cunningham/All

COUNCIL WORKGROUPS

7. Strategic Prevention Framework State Incentive Grant -
Jane Williams, Project Manager

OTHER ANNOUNCEMENTS – Michael Cunningham

SUMMARY/CLOSING – Michael Cunningham 12:30 p.m.

THE NEXT GPAC MEETING IS SCHEDULED FOR THURSDAY, AUGUST 4, 2011